Discovering new Revenue streams for the Peach Bowl

SAMFORD UNIVERSITY SPORTS MARKETING STUDENT TEAM

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Types of Sources

// Secondary Data
// Interviews
// Focus Groups
// Social media Data
Overview

// Online Engagement

// Community Engagement
Online Engagement
Affinio

+ Focuses on the connection of people and what they follow.
+ It cares about what people follow and what they are connected to, not what they actually say.
+ Creates network graphs that enable you to understand any audience through shared interests and affinities.
Social Media data is a remarkable source of unsolicited, unbiased consumer data.
**Online Engagement**

**Why Twitter?**

- **Acts as a second screen during live sporting events to watch what’s happening and engage in real time.**
- **Twitter sees a +4.1% lift in visitors during sporting events.**
Online Engagement

Methodology

- Ran a report on a Chick-fil-A Peach Bowl, College Football Hall of Fame, and then both together.
- Selected social accounts that are frequently followed by fans of members of Chick-Fil-A Peach Bowl.
- Ran Reports for the Cities of Atlanta and Orlando
Online Engagement

Chick-Fil-A Peach Bowl (42,116)

Age Breakdown

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>11.7%</td>
</tr>
<tr>
<td>25-34</td>
<td>50.7%</td>
</tr>
<tr>
<td>35-44</td>
<td>23.5%</td>
</tr>
<tr>
<td>45-54</td>
<td>10.3%</td>
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<tr>
<td>55-64</td>
<td>3.1%</td>
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<tr>
<td>65+</td>
<td>0.8%</td>
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</table>

Gender Breakdown

- Male 50.6%
- Female 49.4%
Online Engagement
Online Engagement

**Overall population**

**Interests:**
- CFA Peach Bowl
- College Gameday
- ESPN College Football
- Kirk Herbstreit
- College Football Playoff
- SEC Network
- Chris Fowler
- SEC
- Paul Finebaum
- Rece Davis

**Brands:**
- Chick-fil-A, Nike,
- Wendy’s, Under Armour,
- Starbucks, Subway

**College Football Fans**

**Interests:**
- CFA Peach Bowl
- College Gameday
- College Football Playoff
- ESPN College Football
- Orange Bowl
- Fiesta Bowl
- Allstate Sugar Bowl
- Cotton Bowl Classic
- Rose Bowl Game
- Kirk Herbstreit

**Brands:**
- Nike, Pro Football Focus,
- Under Armour, Jordan,
- Adidas, Chick-fil-A
Online Engagement

**Musicians**
- Darius Rucker
- Eric Church
- Zac Brown Band
- Florida Georgia Line
- Lady Antebellum
- Blake Shelton
- Luke Bryan
- Carrie Underwood
- Justin Timberlake
- Miranda Lambert

**Sports Stars**
- David Pollack
- Tim Tebow
- Desmond Howard
- Johnny Manziel
- Bubba Watson
- Chipper Jones
- Greg McElroy
- AJ McCarron
- Tiger Woods
- Lebron James
Online Engagement
Online Engagement
Online Engagement

Orlando
Online Engagement

**Interests:**
- Orlando Sentinel
- Orlando Magic
- Orlando City SC
- City of Orlando
- Downtown Orlando
- SportsCenter
- ESPN
- Orlando Weekly
- UCF
- UCF Football

**Brands:**
- Chick-fil-A
- Publix
- Starbucks
- Southwest Airlines
- SpaceX
- Chipotle
- Target
- Subway
- JetBlue
- Nike
# Online Engagement

<table>
<thead>
<tr>
<th>Chick fil A Peach Bowl Orlando</th>
<th>Average</th>
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<tbody>
<tr>
<td></td>
<td>13.3/100</td>
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<tr>
<td></td>
<td>179x</td>
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Community Engagement Strategies

Note: The remainder of the presentation has been redacted